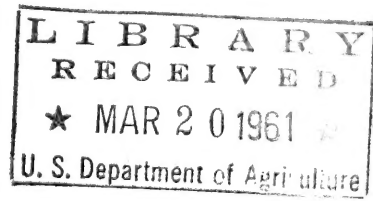


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1961

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U S Dept Agriculture  
Library  
Div of Bibliography  
Washington 25 DC

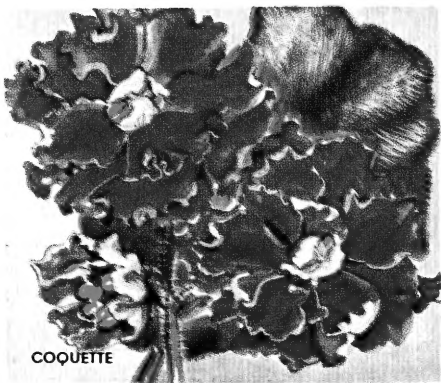
**fischer GREENHOUSES**

LINWOOD  
NEW JERSEY



**AFRICAN  
VIOLETS**

*B4 Mail*



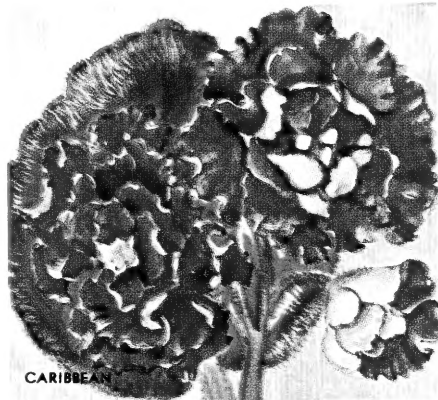
COQUETTE



★ DRIVEN SNOW



★ ELIZABETH DURKIN



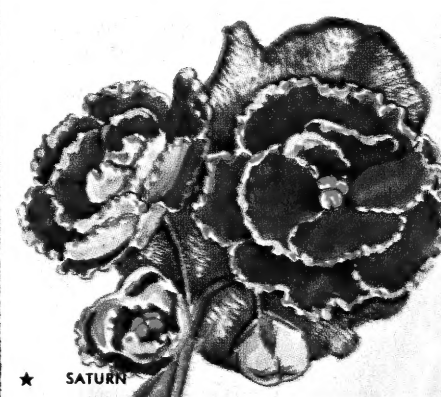
CARIBBEAN



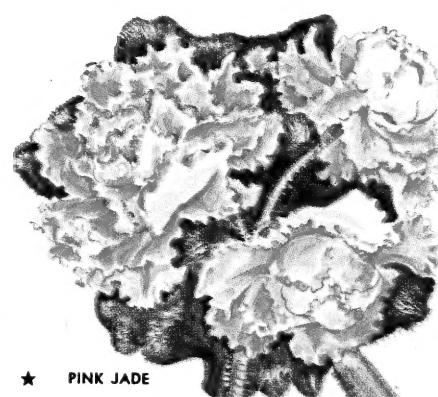
NEW ALMA WRIGHT



FLAIR



★ SATURN



★ PINK JADE

## ● DIRECT FROM AMERICA'S FOREMOST GROWER AND HYBRIDIZER

—Here is your full color catalog picturing the latest and most popular African Violets from the Fischer Greenhouses. The African Violet has long been America's most popular house plant. Varieties developed at the Fischer Greenhouses have added to the success and popularity of the African Violet plant. For this reason, plus a sincere interest and concern for their many customers, Fischer Greenhouses have long been known as America's leading grower and hybridizer.

HOW  
TO  
ORDER  
BY  
MAIL

Browse through this booklet, checking those violets which you would like to have. Then tear off the order blank, found on the last page, and indicate on the order blank those violets which you would like. All shipments will be made by Parcel Post unless you request otherwise. The 1961 shipping season begins in early May and continues through Mid-November, weather permitting. All plants shipped in 2 1/4" plastic pots.

Please send check or money order with order. No C.O.D.

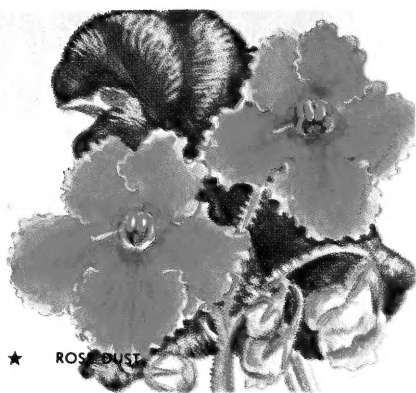
## 1961 Double Varieties

- ☐ **COQUETTE**—very full, frilled deep lavender, spectacular in full bloom, slightly waved foliage ..... **\$1.50**
- ★ ☐ **DRIVEN SNOW**—unusual, heavy flowering semi-double. Large white flowers with yellow pollen centers. Diminutive type green foliage .... **\$2.00**
- ★ ☐ **ELIZABETH DURKIN**—heavy flowering, very frilled, clear double pink with long graceful flower stems and pretty waved foliage ..... **\$1.50**
- ☐ **CARIBBEAN**—giant, bright blue blossoms with attractive, waved foliage—an eye catcher showing much pollen ..... **\$1.50**
- ☐ **NEW ALMA WRIGHT**—clusters of pure white, full double blossoms, many high-lighted with pollen center ..... **\$1.50**
- ☐ **FLAIR**—excellent, clear blue double showing much pollen, heavy flowering, open grower with fine glossy girl foliage—a blue ribbon winner .. **\$1.00**
- ★ ☐ **SATURN**—very large double blue flowers showing much pollen—unusual light edging on flower petals—vigorous grower ..... **\$1.50**
- ★ ☐ **PINK JADE**—huge, full double pink with some chartreuse edging, an exotic performer, nicely waved foliage ..... **\$1.50**

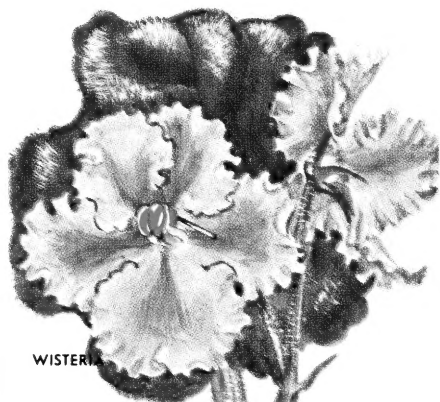
★ New Introduction for 1961.



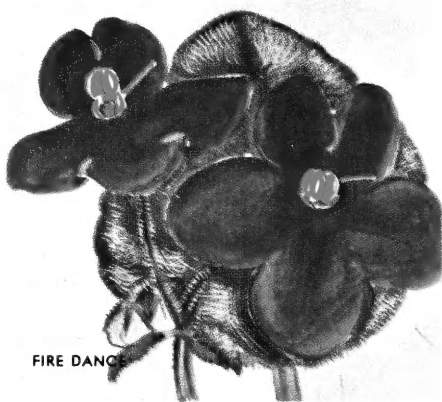
RINGMASTER



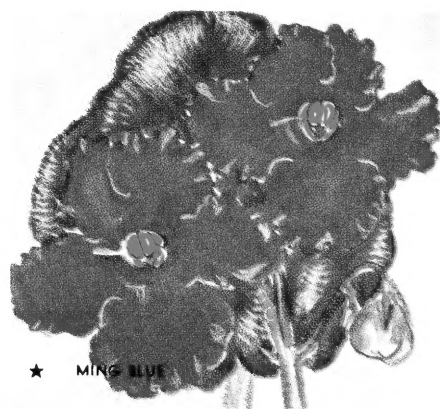
★ ROSE DUST



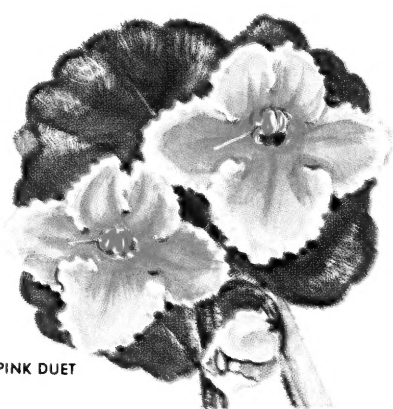
WISTERIA



FIRE DANCE



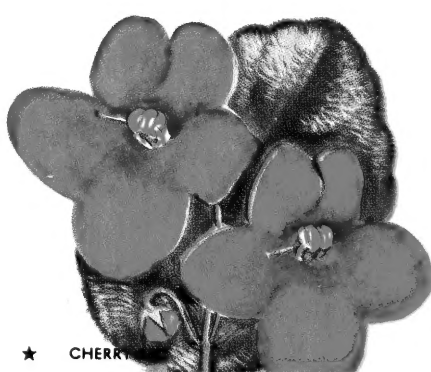
★ MING BLUE



PINK DUET



★ GLOWING EMBERS

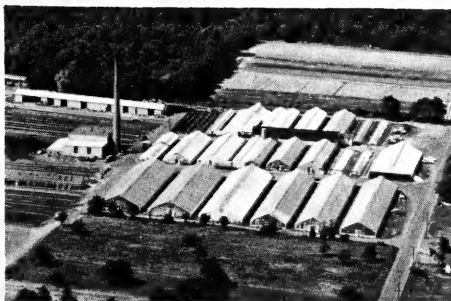


★ CHERRY

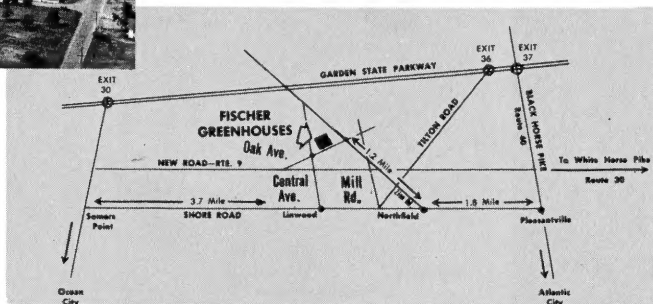
*Visitors  
are Welcome*

## AT THE FISCHER GREENHOUSES

Fischer Greenhouses are open daily, including Sunday, till 5 p.m. Plan to visit Fischer's, where skilled and experienced growers are constantly researching new varieties of African Violets, and grow over 150,000 plants annually. See thousands of African Violets, of many different and intriguing varieties, all under one roof. There's a treat in store for you at the Fischer Greenhouses. Won't you visit us soon?



The Fischer Greenhouses are located off Route 9, in Linwood, New Jersey. Just seven miles from Ocean City; 10 miles from Atlantic City; 60 miles from Philadelphia.

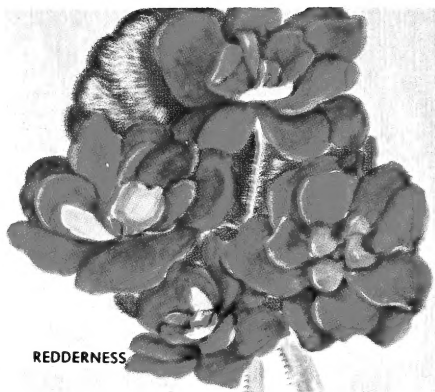


## 1961 Single Varieties

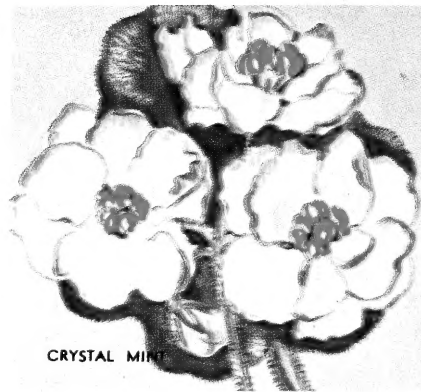
- ☐ **RINGMASTER**—slightly cupped, red-lavender flowers of good size with fringed white border, deep green foliage ..... **\$1.00**
- ★ ☐ **ROSE DUST**—exceptionally bright pink flowers with lighter, frilled edging. Beautifully waved, deep green foliage ..... **\$2.00**
- ☐ **WISTERIA**—large frilled blossoms of rich wisteria color, beautifully waved foliage. A nice addition to any collection ..... **\$1.50**
- ☐ **FIRE DANCE**—the very best "red" with exceptionally large flowers in great profusion, and fine foliage ..... **\$1.00**
- ★ ☐ **MING BLUE**—giant flowers with deeply serrated petals. Heavy flowering, deep blue color. Slightly waved foliage ..... **\$2.00**
- ☐ **PINK DUET**—bright pink with excellent white fringed edge. Heavy bloomer, attractive deep green waved foliage ..... **\$1.50**
- ★ ☐ **GLOWING EMBERS**—a two-tone cerise pink, with upper petals lighter than lower, occasional chartreuse edging — a real hit at the last two conventions, and introduced now for the first time ..... **\$1.50**
- ★ ☐ **CHERRY-RED**—exceptional, free flowering cerise red with showers of blossoms, good soft foliage — something special ..... **\$1.50**

★ New Introduction for 1961.

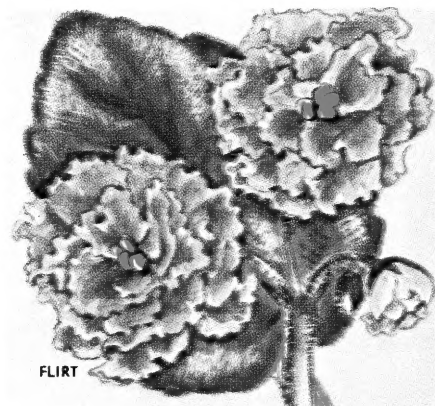




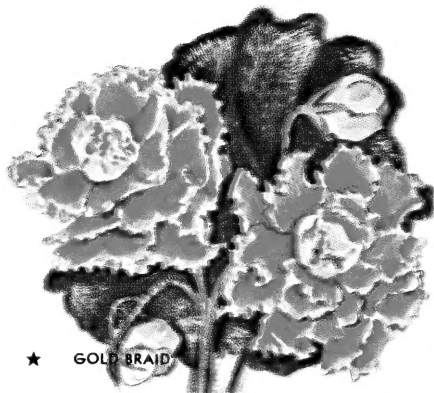
REDDERNESS



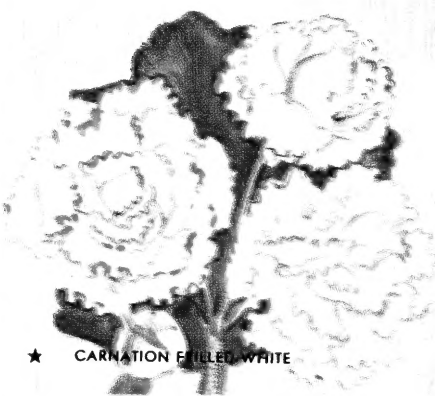
CRYSTAL MINT



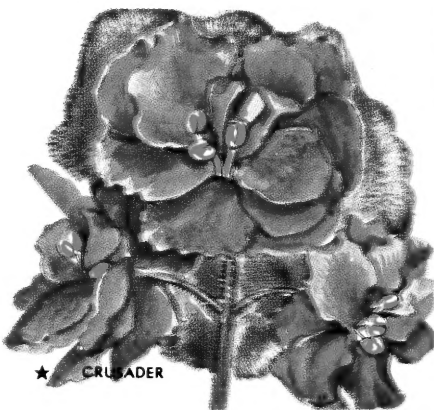
FLIRT



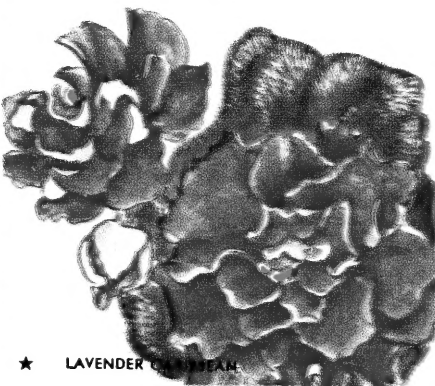
★ GOLD BRAID



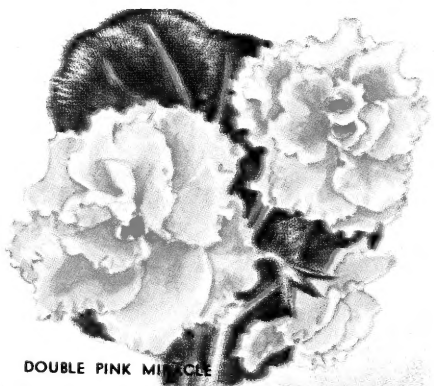
★ CARNATION FILLED WHITE



★ CRUSADER



★ LAVENDER CHERRYBEAN



DOUBLE PINK MIRACLE

**FISCHER'S**

**FAVORITE**

**SPECIAL**

**OFFERS**

Any \$50.00 Selection  
**Only \$37.50 Postpaid**

Any \$35.00 Selection  
**Only \$27.50 Postpaid**

Any \$25.00 Selection  
**Only \$20.00 Postpaid**

Any \$15.00 Selection  
**Only \$12.75 Postpaid**

Any \$10.00 Selection  
**Only \$8.75**

Any \$7.50 Selection  
**Only \$6.75**

Any \$6.00 Selection  
**Only \$5.50**

Spectacular Special

All 48 plants pictured in color—Regular Value \$73.50

**Only \$50.00 Postpaid**

Special offers do not apply to Stim-U-Plant or other gardening aids.

## 1961 Double Varieties

☐ **REDDERNESS**—a real wine red, semi-miniature. Fine bright color, and dark green foliage ..... **\$1.50**

☐ **CRYSTAL MINT**—a ruffled, double white with traces of chartreuse edging. Very unusual. .... **\$1.50**

☐ **FLIRT**—a very fine, full lilac lavender, with crepe-edge petals and showing much yellow pollen. Medium green foliage, slightly waved. One well named, and one of the best ..... **\$1.50**

★ ☐ **GOLD BRAID**—striking, double frilled deep pink with gold edging. Beautiful, deep green waved foliage ..... **\$2.00**

★ ☐ **CARNATION FRILLED WHITE**—very frilled and fully double white showing traces of green edging on petals — a unique variety ..... **\$1.50**

★ ☐ **CRUSADER**—giant two tone, medium to dark red lavender double. Beautiful, symmetrical grower with attractively veined foliage ..... **\$2.00**

★ ☐ **LAVENDER CARIBBEAN**—huge blue lavender with full, double blossoms — many with yellow pollen centers — a nice symmetrical grower and excellent bloomer — you'll be proud of this one ..... **\$1.50**

☐ **DOUBLE PINK MIRACLE**—nicely frilled double pink with deep pink edging. Profuse bloomer with dark green foliage ..... **\$1.50**

## *The Stars . . .*

"The Stars" represent a new strain of symmetrical — flowered African Violets developed by Lyndon Lyon. The flowers are large and completely regular in form. The foliage is soft and pleasing. The Stars make a beautiful contribution to any collection.

- ★ ☐ **RACY RED**—a bright cerise red star — semi-miniature grower — an interesting color addition to any collection

\$1.50

- ☐ **BONNE FOI**—a blue and white tu-tone, sometimes tending to semi-double. Very interesting color combination

\$1.50

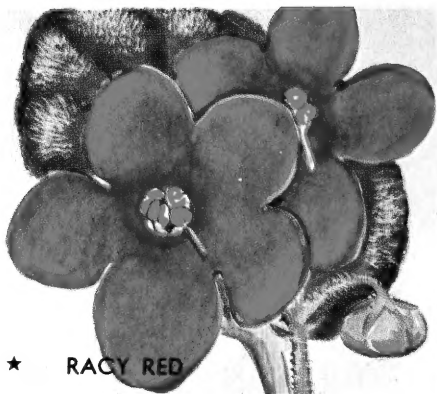
- ☐ **BLUE FLAG**—huge blue flowers, born in great profusion, sometimes showing sporting to light blue

\$1.50

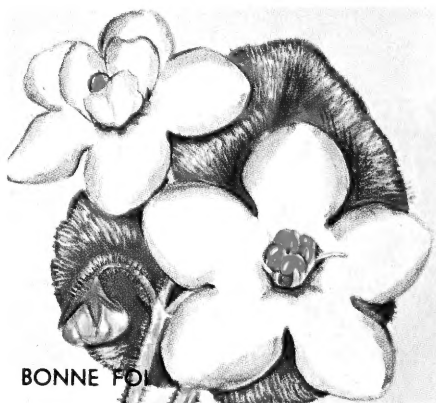
- ☐ **STAR PINK**—bright pink blossoms, almost as large as the deep green leaves

\$1.50

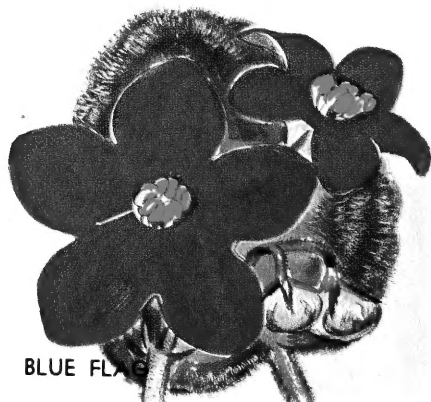
- ★ New Introduction for 1961.



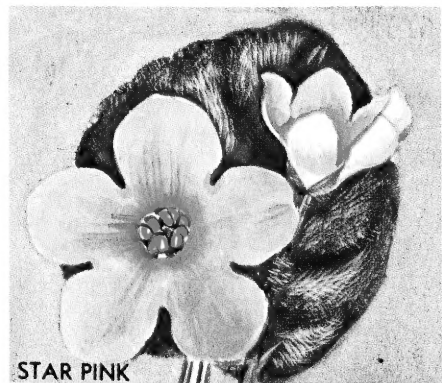
★ **RACY RED**



**BONNE FOI**



**BLUE FLAG**



**STAR PINK**





TROPICAL TOPAZ

□ TROPICAL TOPAZ—lemon yellow flowers in great profusion at the crown and along the handsome glossy green vine

\$1.50



RED EPISCIA

□ RED EPISCIA—flowers of bright poinsettia red and exceptionally fine variegated foliage make this an outstanding horticultural specimen

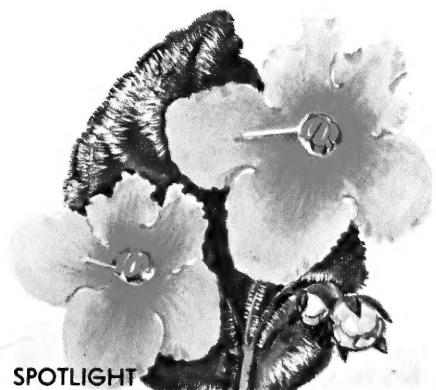
\$1.50



BURNING SANDS

□ BURNING SANDS—outstanding, fluorescent raspberry red color with faint white edge—medium grower

\$1.50



SPOTLIGHT

□ SPOTLIGHT—light pink flower with a center of clear cerise red; a standout

\$1.00

# Your Favorites

Available as starter plants only

☐ **OCEAN WAVES** — single, deep purple blossoms with interesting waved petals, free blooming, deep glossy foliage ..... **.75**

☐ **ALASKA** — heavy blooming white with tall flower stems, beautiful girl foliage ..... **.75**

☐ **LITTLE GIANT PURPLE** — semi-miniature grower with giant, deep purple double blossoms — very popular ..... **.75**

☐ **LITTLE GIANT BLUE** — semi-miniature with giant double blue blossom ..... **.75**

☐ **LITTLE GIANT PINK** — another semi-miniature with giant, deep pink,

double blossoms — slightly waved foliage ..... **.75**

☐ **RASPBERRY RED** — profuse flowering, fluorescent reddish pink, double blossom, slightly waved foliage .. **.75**

☐ **CHERRY PINK** — giant flowering, deep pink single, a strong grower with tall flower stems ..... **.75**

☐ **WHITE CLOUD** — larger flowering, clear double white, heavy bloomer with much pollen showing — an excellent variety ..... **.75**

☐ **POPCORN** — large double white blossoms borne on tall flower stems — attractive deep green girl foliage ..... **.75**

These favorite violets are offered because of perennial demand, and are not pictured.

## 1961 Single Varieties

☐ **MER ROUGE**—outstanding deep pink, ruffled blossoms, strong flower stems above deep green foliage ..... **\$1.50**

☐ **SEA HAWK**—very outstanding, giant frilled dark purple, blossoms high above; strong and gently waved foliage. Very excellent ..... **\$2.00**

☐ **JERSEY MIST**—wispy, light blue flower with attractive girl foliage, open grower and very prolific bloomer ..... **\$1.00**

☐ **DESIREE**—very large ruffled white blossoms, medium green foliage, slightly curled at edge ..... **\$1.50**

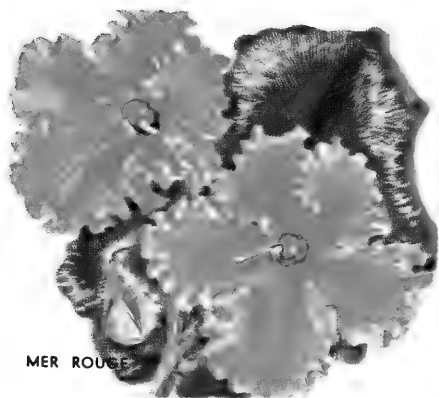
★ ☐ **KINGS RANSOM**—fine, large clear pink flowers with frilled chartreuse edging — beautiful deep glossy green foliage ..... **\$2.00**

★ ☐ **MARS**—large red lavender fluted blossoms, a strong grower with attractively waved foliage ..... **\$1.50**

☐ **PINK HALO**—full petalled pink with distinct white edge. A best seller at our greenhouses — deep green foliage ..... **\$1.50**

★ ☐ **MISS ATLANTIC CITY**—large raspberry pink frilled flowers with beautifully waved foliage, a real hit at our greenhouses and a must for every collection ..... **\$2.00**

★ New Introduction for 1961.



MER ROUGE



SEA HAWK



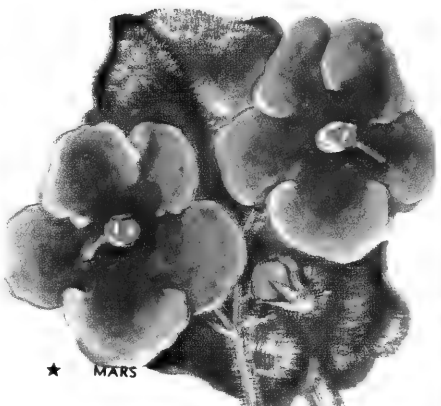
JERSEY MIST



DESIREE



★ KINGS RANSOM



★ MARS



PINK HALO



★ MISS ATLANTIC CITY

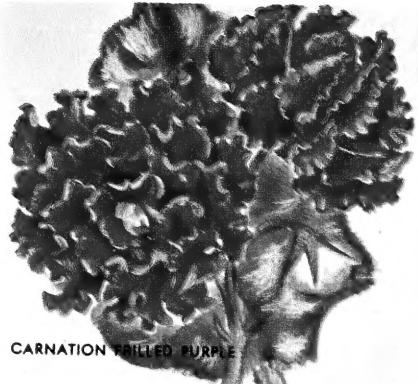
# About Our African Violets

**REGULAR PLANTS** are well established African Violets which arrive at your home either in bud, ready to bloom, or in full bloom. These Violets are grown with the utmost care and are shipped to you so that you may enjoy immediate satisfaction from their beautiful, hearty blossoms.

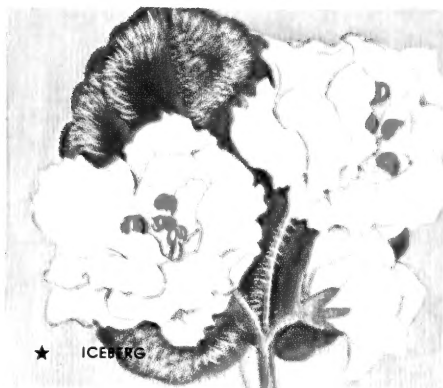
**STARTER PLANTS** are African Violets that are made available to you far below the regular cost. For our customers who like to grow their own stock, starter plants are the ideal and economical answer. These are young, well established plants in 2 1/4" pots. They offer many advantages over rooted cuttings, since there is no transplanting setback and plants will bloom more quickly. These vigorous 2 1/4" plants provide an excellent means of getting a wide selection of varieties at a moderate cost. Many thousands were shipped last year and our customer response has been most enthusiastic. See order blank for starter plant prices.

## 1961 Double Varieties

- ☐ **CARNATION FRILLED PURPLE**—giant deep purple, frilled, blue flowers. Attractive pollen center, deep green foliage .....\$1.00
- ★ ☐ **ICEBERG**—large open flowers showing good yellow pollen center  
\$1.50
- ☐ **CANDY COTTON**—large flowered and strong growing pink double. Profusion of bloom, medium green foliage .....\$1.00
- ☐ **GI-GI**—our best fringed double pink to date — large blossoms and dark green foliage — a strong grower selected from hundreds of seedlings \$1.50
- ☐ **PINK CONSTELLATION**—lavender pink sport of Pink Cloud, flower flecked white  
\$1.50
- ★ ☐ **LAVENDER-ORCHID**—giant flowering, full double with yellow pollen centers. Semi-miniature foliage .....\$2.00
- ☐ **KING NEPTUNE**—This is it! Giant semi-double blue, largest of them all. A real show plant and eye catcher in any collection. Will be a favorite for years to come  
\$2.00
- ☐ **DANCING WATERS**—a heavy flowering double pink Geneva with good white edging. Medium green foliage with attractive wave .....\$1.50
- ★ New Introduction for 1961.



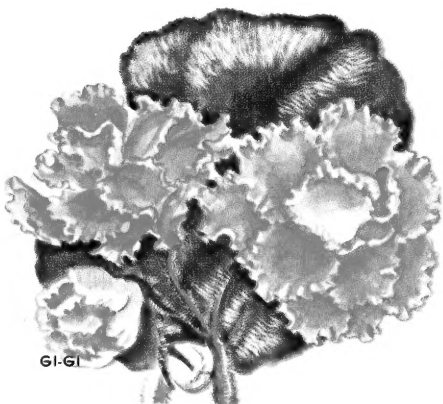
CARNATION FRILLED PURPLE



★ ICEBERG



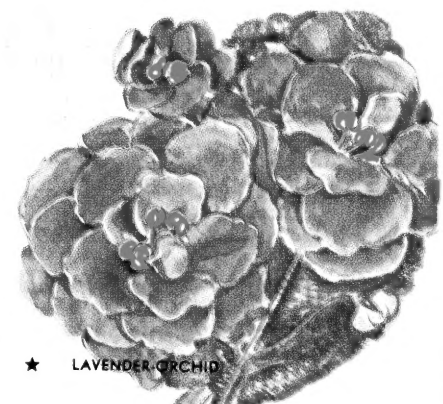
CANDY COTTON



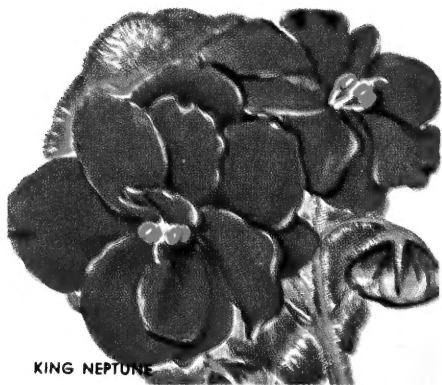
GI-GI



PINK CONSTELLATION



★ LAVENDER ORCHID



KING NEPTUNE



DANCING WATERS



# AIDS TO BETTER GROWING...

## *Stim-U-Plant*

## The Complete Line of Indoor Gardening Aids

### AFRICAN VIOLET FOOD

The most widely used growing aid to African Violet Club members and plant hobbyists to produce prize winning plants. This balanced plant food, used exclusively by successful growers everywhere, is formulated specifically to stimulate growth and blooming in African Violets. Easy to use and very economical.

7 oz. can .....	\$ .75
1 lb. can .....	\$1.30
5 lb. can .....	\$4.95

### V-C13 WONDER CHEMICAL

This amazing new liquid is simply watered on your violets to give complete protection against nematode infestation. Safe for violets and many other plants when used as directed.

6 oz. Bottle (enough for hundreds of plants) .....\$2.50

### SEL-KAPS

A thoroughly reliable insect control in easy-to-use capsule form which kills mites, red spider, aphids, and pests attacking African Violets. Contains Sodium Selenate. One capsule treats each plant for four months.

24 Capsule Box .....\$1.00

### AFRICAN VIOLET SOIL

The same soil we use in our own greenhouses. High organic content, steam sterilized, proper fertilizer level, good for most house plants.

2½ lb. bag ....\$1.00 Postpaid

### AFRICAN VIOLET SPRAY

Handy aerosol insecticide protects all house plants. Contains pyrethins and rotenone. Quick and easy to use, will not harm plants.

5 oz. aerosol .....\$1.00

## BOOKS OF INTEREST

"An Easy Guide to African Violets"  
By Bill Meachem, horticultural writer and editor. A book that's wonderfully clear, complete and concise. Easy reading with all the latest information.

Only .....\$1.95 Postpaid

"1001 African Violet Questions Answered by Twelve Experts"

Helen Van Pelt Wilson, Editor

Here are the questions you asked, and answers to solve your problems... whether you grow African Violets at windows, under fluorescent lights, in a greenhouse—18 pages of drawings to show you how. Indexed.

Only .....\$4.95 Postpaid

### TUBE CRAFT FLORA CART

With All These Features...

- The ideal "showing and growing plant stand for African Violets & other house plants."
  - Rugged Aluminum, movable.
  - Waterproof Fiberglass trays, adjustable shelving.
  - Combolite fixtures provided with lamp to lamp connections.
- Complete with Top Bracket & Combolite Fixtures .....\$101.75



**TUBE  
CRAFT  
TABLE  
MODEL**

24" high—51" long

— bracket screws into

table or any convenient wood support.  
Prices F.O.B. Cleveland, Ohio. Shipments motor freight unless specified.

Bracket, Combolite & Tray ....\$28.50

**1961****Order Blank**

QUANTITY	PLANTS	AMOUNT	QUANTITY	PLANTS	AMOUNT
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**REGULAR PLANTS—AVAILABLE YEAR 'ROUND**

Coquette .....	1.50
Driven Snow .....	2.00
Elizabeth Durkin .....	1.50
Caribbean .....	1.50
New Alma Wright .....	1.50
Flair .....	1.00
Saturn .....	1.50
Pink Jade .....	1.50
Ringmaster .....	1.00
Rose Dust .....	2.00
Wisteria .....	1.50
Fire Dance .....	1.00
Ming Blue .....	2.00
Pink Duet .....	1.50
Glowing Embers .....	1.50
Cherry Red .....	1.50
Redderness .....	1.50
Crysta! Mint .....	1.50
Flirt .....	1.50
Gold Braid .....	2.00
Carnation Filled White .....	1.50
Crusader .....	2.00
Lavender Caribbean .....	1.50
Double Pink Miracle .....	1.50

Racy Red .....	1.50
Bonne Foi .....	1.50
Blue Flag .....	1.50
Star Pink .....	1.50
Tropical Topaz .....	1.50
Red Episcia .....	1.50
Burning Sands .....	1.50
Spotlight .....	1.00
Mer Rouge .....	1.50
Sea Hawk .....	2.00
Jersey Mist .....	1.00
Desirée .....	1.50
Kings Ransom .....	2.00
Mars .....	1.50
Pink Halo .....	1.50
Miss Atlantic City .....	2.00
Carnation Filled Purple .....	1.00
Iceberg .....	1.50
Candy Cotton .....	1.00
Gi-Gi .....	1.50
Pink Constellation .....	1.50
Lavender Orchid .....	2.00
King Neptune .....	2.00
Dancing Waters .....	1.50

**STARTER PLANTS—AVAILABLE YEAR 'ROUND**

See page 12 for information on starter plants

Coquette .....	.85
Caribbean .....	.85
New Alma Wright .....	.85
Flair .....	.65
Ringmaster .....	.65
Wisteria .....	.85
Fire Dance .....	.65
Pink Duet .....	.85
Redderness .....	.85
Crystal Mint .....	.85
Flirt .....	.85
Double Pink Miracle .....	.85
Bonne Foi .....	.85
Blue Flag .....	.85
Star Pink .....	.85
Tropical Topaz .....	.85

Alaska .....	.75
Little Giant Purple .....	.75
Little Giant Blue .....	.75
Little Giant Pink .....	.75
Raspberry Red .....	.75
Cherry Pink .....	.75
White Cloud .....	.75
Popcorn .....	.75
Mer Rouge .....	.85
Sea Hawk .....	1.25
Jersey Mist .....	.65
Desirée .....	.85
Pink Halo .....	.85
Carnation Filled Purple .....	.65
Candy Cotton .....	.65

**SEE PAGE 7 FOR SPECIAL OFFERS****Over...**

## POSTAL INSTRUCTIONS

Please send check or money order with your order. No C. O. D. We pay postage on plant orders of \$10.00 or more. Please add 50c to help defray mailing expense on smaller orders. In case of loss or damage to plants in transit, please notify us immediately. Special delivery—add 50c. Air Parcel Post (domestic)—add 50c per plant.

_____	Red Episcia .....	.85	_____
_____	Burning Sands .....	.85	_____
_____	Spotlight .....	.65	_____
_____	Ocean Waves .....	.75	_____

_____	Gi-Gi .....	.85	_____
_____	Pink Constellation .....	.85	_____
_____	King Neptune .....	1.25	_____
_____	Dancing Waters .....	.85	_____

## NEW 1961 STARTER PLANTS—AVAILABLE ONLY IN THE FALL

See page 12 for information on starter plants

_____	Driven Snow .....	1.25	_____
_____	Elizabeth Durkin .....	.85	_____
_____	Saturn .....	.85	_____
_____	Pink Jade .....	.85	_____
_____	Rose Dust .....	1.25	_____
_____	Ming Blue .....	1.25	_____
_____	Glowing Embers .....	.85	_____
_____	Cherry Red .....	.85	_____
_____	Gold Braid .....	1.25	_____

_____	Carnation Filled White .....	.85	_____
_____	Crusader .....	1.25	_____
_____	Lavender Caribbean .....	.85	_____
_____	Racy Red .....	.85	_____
_____	Kings Ransom .....	1.25	_____
_____	Mars .....	.85	_____
_____	Miss Atlantic City .....	1.25	_____
_____	Iceberg .....	.85	_____
_____	Lavender Orchid .....	1.25	_____

### Stim-U-Plant GROWING AIDS (POST PAID)

_____	AFRICAN VIOLET FOOD	7 oz. can	.75	_____
_____		1 lb. can	\$1.30	_____
_____		5 lb. can	\$4.95	_____
_____	SEL KAPS	24 Capsule Box	\$1.00	_____
_____	AFRICAN VIOLET SOIL	2 1/2 lb. bag, postpaid	\$1.00	_____
_____	AFRICAN VIOLET SPRAY	5 oz. Aerosol	\$1.00	_____
_____	V-C 13 WONDER CHEMICAL	6 oz. Bottle	\$2.50	_____
_____	"EASY GUIDE TO AFRICAN VIOLETS	postpaid	\$1.95	_____
_____	"1001 AFRICAN VIOLET QUESTIONS	postpaid	\$4.95	_____
_____	TUBE CRAFT FLORA CART	f.o.b. Cleveland	\$101.75	_____
_____	TUBE CRAFT TABLE MODEL	f.o.b. Cleveland	\$28.50	_____

**TOTAL**

☐ Check here if you are taking advantage of special offers on page 7.  
Gardening aids are not included in special offers.

**SHIPPING SEASON:** Mid-May to Mid-November, weather permitting

When to Send? \_\_\_\_\_

Parcel Post ☐ P. P. Special ☐ Air P. P. ☐

R. P. Special—add 50c to your order

Air P. P.—add 50c per plant

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Amount Enclosed \_\_\_\_\_

Mail order to: Fischer Greenhouses, Linwood, New Jersey